

ORDER

Orders
Order / Rev: 333190
Alt Order #:
Product Desc:
Estimate: 529
Flight Dates: 11/01/16 - 11/07/16
Original Date / Rev: 10/31/16 / 10/31/16
Order Type: GENERAL

CBS - Salinas, CA

Primary AE: Kristy Santiago
Sales Office: SL-L
Sales Region: LOC

Agency Name: BlueWest Media
Buying Contact:
Billing Contact:
 5130 E. 18th Ave.
 Denver, CO 80220

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Yes on 62
Demographic: HH
Product Codes: PL02
Priority: P-2
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	31	\$4,570.00	\$3,884.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	31	\$4,570.00	\$3,884.50	0.00
Totals	31	\$4,570.00	\$3,884.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristy Santiago			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KION	11/01/16	11/07/16	M-F 7A-9A CBS This Morn M-F 7A-9A CBS This Morn	CM	7A-9A	MTWTF--	:30	0	\$100.00	P-2	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-TWTF--		8				\$100.00		0.00			
Week:		11/07/16	11/13/16	M-----		2				\$100.00		0.00			
N 2	KION	11/01/16	11/07/16	CBS Sun Morn 7a-830a CM CBS Sun Morning	CM	7a-830a	-----S	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S		2				\$350.00		0.00			
Week:		11/07/16	11/13/16	-----		0				\$0.00		0.00			
N 3	KION	11/01/16	11/07/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M-W-F--	:30	2	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	--W-F--		2				\$100.00		0.00			
Week:		11/07/16	11/13/16	M-----		1				\$100.00		0.00			
N 4	KION	11/01/16	11/07/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-TWTF--		4				\$100.00		0.00			
Week:		11/07/16	11/13/16	M-----		1				\$100.00		0.00			
N 5	KION	11/01/16	11/07/16	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	4	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	-TWTF--		4				\$150.00		0.00			
Week:		11/07/16	11/13/16	M-----		1				\$150.00		0.00			

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CBS - Salinas, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KION	11/01/16	11/07/16	M-F 5p-530p News M-F 5p-530p News	CM	5p-530p	-T-T---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-T-T---					2	\$300.00		0.00			
		Week: 11/07/16	11/13/16	-----					0	\$0.00		0.00			
N 7	KION	11/01/16	11/07/16	M-F 11P-1135P News M-F 11P-1135P	CM	11P-1135P	M--T---	:30	1	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---T---					1	\$200.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$200.00		0.00			
N 8	KION	11/01/16	11/07/16	SU 11P-1130P News SU 11p-1130p News	CM	11P-1130P	-----S	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S					1	\$125.00		0.00			
		Week: 11/07/16	11/13/16	-----					0	\$0.00		0.00			
N 9	KION	11/01/16	11/07/16	College Football SA 8A-8P	CM	SA 8A-8P (12:30 PM-4:00 PM)	-----S-	:30	1	\$195.00	P-3	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-					1	\$195.00		0.00			
		Week: 11/07/16	11/13/16	-----					0	\$0.00		0.00			
													Totals	31	\$4,570.00

333190

Station Order

Yes on 62

Market: Monterey-Salinas
Flight Dates: Tuesday, November 1, 2016 to Monday, November 7, 2016

Estimate ID
529

Contact: Kristy Santiago
Email: kristy.santiago@kionrightnow.com

Phone: 831-784-1702
Fax: 831-757-1766
Direct:

KION-TV

Program Name	DP	Days Length	Gross Rate	Tue Nov 01	Wed Nov 02	Thu Nov 03	Fri Nov 04	Sat Nov 05	Sun Nov 06	Mon Nov 07	Total
CBS This Morning 7:00 AM 9:00 AM	EM	M-F 30	\$100.00 \$1,000.00	2	2	2	2			2	10
CBS Sun Morn 7:00 AM 8:30 AM	EM	Su 30	\$350.00 \$700.00						2		2
Live Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$100.00 \$300.00		1		1			1	3
Dr. Phil 3:00 PM 4:00 PM	DT	M-F 30	\$100.00 \$500.00	1	1	1	1			1	5
Judge Judy 4:00 PM 5:00 PM	EF	M-F 30	\$150.00 \$750.00	1	1	1	1			1	5
ET Weekend 4:00 PM 5:00 PM	EF	Su 30	\$100.00 \$100.00								1
KION 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$300.00 \$600.00	1		1					2
Sat 5:30p News 5:30 PM 6:00 PM	EN	Sa 30	\$95.00 \$95.00								1
KION 11p News 11:00 PM 11:30 PM	LN	M-F 30	\$200.00 \$400.00			1				1	2
Sun 11p News 11:00 PM 11:30 PM	LN	Su 30	\$125.00 \$125.00						1		1
Station Gross Totals			\$4,570.00	5	5	6	5	1	4	6	32
Station Net			\$3,884.50								

① not airing

① not airing

make good 11/5
 1230p- 4p college football
 \$ 195

Mary Wittemyer
BlueWest Media
 5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 10/30/2016 3:17:27 PM

KION-TV
 Page 1 of 1

mary@bluewestmedia.com

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KION-TV Monterey-Salinas	Date: 10/31/2016
---------------------------------------------------------------	----------------------------

I, **BlueWest Media**
do hereby request station time concerning the following issue:

Death Penalty

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, November 1, 2016			Monday, November 7, 2016		

This broadcast time will be used by: Yes on 62

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Death Penalty

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Yes on 62

5 Third Street Suite 274, San Francisco, CA 94103

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Lance Lindsey

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Monday, October 31, 2016

Date

Mary W...

Signature

720-370-7700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Alex Satrio

Signature

Kristy Santiago

Printed Name

GM

Title

YES ON 62, NO ON 66. REPLACE THE COSTLY, FAILED DEATH
PENALTY SYSTEM. SPONSORED BY TAXPAYERS FOR SENTENCING
REFORM. MAJOR FUNDING BY NICHOLAS MCKEOWN AND REED
HASTINGS. FPPC ID#1380590